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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/748,942	12/27/2000	Charles A. Eldering	T721-15	6478
27832	7590	01/27/2005		
TECHNOLOGY, PATENTS AND LICENSING, INC./PRIME 6206 KELLERS CHURCH ROAD PIPERSVILLE, PA 18947				
			EXAMINER LAMBRECHT, CHRISTOPHER M	
			ART UNIT 2611	PAPER NUMBER

DATE MAILED: 01/27/2005

Please find below and/or attached an Office communication concerning this application or proceeding.



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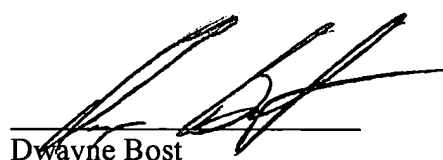
In re Application of  
Charles A. Eldering, et al.  
Application No. 09/748,942  
Filed: December 27, 2000  
US Publication No. 2002/0083443  
Published: June 27, 2002  
For: **ADVERTISEMENT DISTRIBUTION  
SYSTEM FOR DISTRIBUTING TARGETED  
ADVERTISEMENT IN TELEVISION  
SYSTEMS**

**NOTIFICATION OF  
IDENTIFICATION OF PRIOR  
ART IN LATE PROTEST UNDER 37  
C.F.R. § 1.291(a)**

The protest filed March 15, 2004 under 37 CFR 1.291 was filed after the June 27, 2002 publication date of the application.

Because the protest was filed after publication of the application, it is untimely and it is not being entered in the application file. The original protest is enclosed with this letter and the duplicate copy (if any) submitted by the protestor is being destroyed in accordance with MPEP § 1901.06, Protest Filed After Allowance Or The Publication Of The Application.

If appropriate, Applicant may wish to consider submitting prior art from the protest pursuant to 37 C.F.R. §1.97 and 37 C.F.R. §1.56 during the prosecution of the application.



Dwayne Bost  
Special Programs Examiner  
Technology Center 2600  
Communications

Enc: Protest (4 pages)